



ORDER

Flight Dates **09/27/12-10/03/12**

Contract / Revision **312935 /**

Original Date / Revision
09/27/12 09/27/12

Advertiser **Vote Vets Action Fund**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Vote Vets Action Fund

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1879**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 138125

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	24862
KPNX	18%	24862
KPPX	%	0
KSAZ	22%	30387
KTVK	30%	41437
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	9	\$7,458.75	\$8,775.00	0.00	08/27/12	09/30/12	9	\$7,458.75	\$8,775.00
October 2012	9	\$6,630.00	\$7,800.00	0.00	10/01/12	10/03/12	9	\$6,630.00	\$7,800.00
Totals	18	\$14,088.75	\$16,575.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/28/12	09/28/12	M-F 5-6am M-F 5-6am	CM	5am-6am	----F--	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--			1		\$175.00		0.00			
N 2	KNXV	10/01/12	10/03/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTW----	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW----			1		\$500.00		0.00			



KNXV

Print Date: 09/27/12

Page 2 of 3

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Vote Vets Action Fund**

Product **Vote Vets Action Fund**

Estimate # **1879**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	10/01/12	10/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTW----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$500.00		0.00			
N 4	KNXV	09/29/12	09/29/12	Sa 6-7am GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$250.00		0.00			
N 5	KNXV	10/01/12	10/03/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	MTW----	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$150.00		0.00			
N 6	KNXV	09/28/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
N 7	KNXV	10/01/12	10/03/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTW----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$650.00		0.00			
N 8	KNXV	09/28/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
N 9	KNXV	10/01/12	10/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					4	\$1,200.00		0.00			
N 10	KNXV	09/29/12	09/29/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$700.00	P-6	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$700.00		0.00			
N 11	KNXV	09/30/12	09/30/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$3,000.00		0.00			
N 12	KNXV	09/28/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
N 13	KNXV	10/01/12	10/03/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$1,200.00		0.00			
N 14	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
N 15	KNXV	09/30/12	09/30/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$400.00		0.00			



KNXV

Print Date: 09/27/12

Page 3 of 3

**KNXV-TV
PHOENIX**

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														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	09/30/12	09/30/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$400.00		0.00						

*Tax 1 Note: Tax 0.5%. Totals 18 \$16,575.00